AfricaCDC
Centres for Disease Control and Prevention

Safeguarding Africa's Health

Communication Style Guide

AFRICA CENTRES FOR DISEASE CONTROL & PREVENTION

STYLE GUIDE TOOLKIT

By applying these guidelines to your communications, campaigns and materials you will strengthen the **Organ/ Institution** brand image and enhance the visibility of the Entityisation.

Contacts

For more information or clarification of usage of the Brand Guideline, please get in touch with

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African Union Commission
Roosevelt Street, Old Airport Area, W21K19
P.O.Box 3243 Addis Ababa, Ethiopia
Tel: +251 (0) 115 517 700
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Introduction

The Entitys and Institutions of the African Union play a key role in the implementation of the mandates of the AU and continental programmes and initiatives aimed at promoting Africa's vision of sustainable and inclusive growth and development.

Being constituent part of the larger body that makes up the African Union, it is key that the brand identities of the Entitys and Institutions are aligned with the Corporate Identity to ensure that all stakeholders identify them as being part of the African Union working in service for Africa's citizens. This visual style and guidelines represent identity and the framework for presenting The AU Entitys brand internally and externally.

This visual style guide provides the framework for how the iconography of the Entity / Institutionn is to be used in all communication material and in adherence to the overall brand identity of the African Union.

The logos will be available in the six official African Union languages: English, French, Spanish, Portuguese, Swahili & Arabic.

This communication style guide is a living document and your feedback will assist in its refinement. We hope you enjoy using this guide and receive great value from it to ensure we build a stronger brand identity for the Entitys and the AU.

Leslie Richer
Director of Information & Communication [ICD]

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PRIMARY ELEMENTS

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Primary Colour Palette

The primary colour palette consists of AU Green, AU Red, AU White & AU Gold . These colours should always dominate any layout to ensure the brand remains recognisable. They can be used in the visual language system throughout the Entity communication.

Spot: Where cost is not prohibitive it is preferred that the Pantone MATCHING SYSTEM® spot colour alternatives are used.

CMYK: The CMYK (process colour) specifications are to be used for processes where spot colour is restricted. For example in magazines.

RGB: The RGB (monitor colour) equivalents are only for electronic use. For example in television and audio-visual presentations.

NOTE
Import the .ase (Adobe Swatch Exchange) file into your document colour swatches. Do not attempt to re-create the swatches as reproduction errors might occur.

Request Swatch from ICD   Pantone / CMYK / RGB

AU GREEN

PANTONE 7740 C

Green

100
C81 M20 Y100 K6

#348F41
R52 G143 B65

AU RED

PANTONE 7420 C

Red

100
C27 M98 Y66 K18

#9F2241
R159 G34 B65

AU GOLD

PANTONE 4515 C

Gold

100
C31 M31 Y69 K2

#B4A269
R180 G162 B105

BRIGHT WHITE

PANTONE 11-0601 TCX

100
C0 M0 Y0 K0

#FFFF
R255 G255 B255

GREY TEXT

PANTONE 425 C

Grey

100
C65 M56 Y53 K29

#58595B
R83 G87 B90

AU CORPORATE GREEN
PANTONE 3415 C

Green

100
C86 M40 Y91 K39

#1A5632
R26 G86 B50

Primary Colour Palette Ratio

Gold	OR	Green	OR	White	Red
60%				15%	15%

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The Entity Logo

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Break Down of Entity Logo Design

The Entitys logo are a combination, in one fixed-size in relation to of the African Union emblem. The Entity logo is the keystone element of the identity programme and should be used to represent the entire Entity.

In practical terms, the deep green colour and various shapes designed within the negative space make the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent the Entity and their African development experience.

Design wise, the Entity logo has been broken down with a number of factors in mind;

1. **Abbreviation Title**
   The font for the title used is **Univers 45 Light 105pts** in size, with a leading of **1266pts** (This being a reason so as to accomodate other Entitys that may have long titles)
2. A few factors in the design of logo have to remain constant owing to the fact of tying it directly to the Mother Brand of the African Union while ensuring that for visibility purposes the Entity remains easily identifiable as an entity

Font Design Breakdown

Abbreviation Title

Line 1 & Line 2

½ X
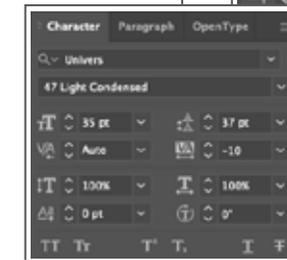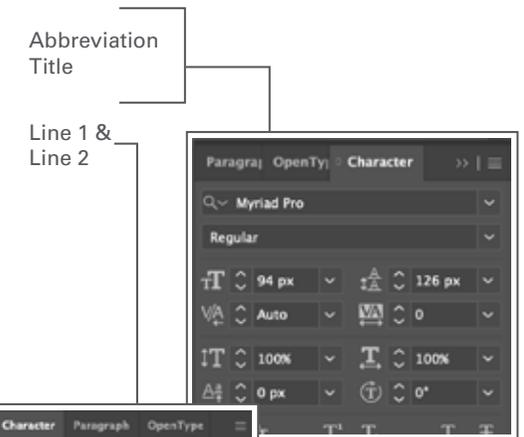
Measurement guides of the Icon (X)
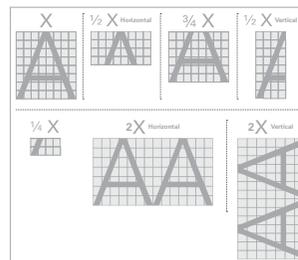
Entity Logo Language

The Entity Logo's will come in the 6 official languages of the AU i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

APPROVED LANGUAGE VERSIONS
Use only officially approved language versions of the Entity logo. The latin script version of the logo should be used at all times (English/French/Portuguese/ Spanish/ Kiswahili) in regard to the Language communicated out respectively. Use the non-latin script versions of the logo (Arabic) only when problems of readability arise for the local population or when communicating in Arabic.

*Download links will be provided to the Varied official languages of the Entity Logo upon request from ICD

English

AfricaCDC
Centres for Disease Control and Prevention

French

CDCAfrique
Centres de contrôle et de prévention des maladies

Arabic

أفريقيا ممأ
مراكز مكافحة الأمراض والوقاية منها

Portuguese

ÁfricaCDC
Centros de Controlo e Prevenção de Doenças

Spanish

ÁfricaCDC
Centros para el control y la prevención de enfermedades

Kiswahili

AfrikaCDC
Vituo vya Kudhibiti na Kuzuia Magonjwa

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AU Entity signoff

When Communicating the Entity, the AU signoff includes a clear indication of being an Entity of the AU. This should always be placed first in the bottom left corner of any document or design

The African Union Sign off Logo will come in 6 different languages i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

The African Union Sign off Logo is the one element that unites and represents our Entityization. It has been specifically designed to symbolize not only our name, but also what we stand for – AFRICA. The lower case letters used in the logo are friendly and approachable.

The African Union Sign off Logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the AU logo on any materials (including partnerships) represents AU's endorsement of its contents.

APPROVED LANGUAGE VERSIONS
Use only officially approved language versions of the AU Sign off. The latin script version of the logo should be used at all times (English/French/Portuguese/Spanish/ Kiswahili) in regard to the Language communicated out respectively. Use the non-latin script versions of the logo (Arabic) only when problems of readability arise for the local population or when communicating in Arabic.

*Download links have been provided to the Varied official languages of the AU Sign off logo

English

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Click to download the **English** Variation

Arabic

كيان من
الإتحاد الأفريقي

Click to download the **Arabic** Variation

Spanish

Una entidad del
Unión Africana

Click to download the **Spanish** Variation

French

Une entité de la
Union Africaine

Click to download the **French** Variation

Portuguese

Uma entidade do
União Africana

Click to download the **Portuguese** Variation

Kiswahili

Taasisi ya
Umoja wa Afrika

Click to download the **Kiswhaili** Variation

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Application of Entity/ Institution Logo

The Entity/ Institution Logo comes in 6 different languages i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

The Entity logo's have a few elements that unites and ties into the Mother brand i.e the AU which represents our Entityization. They have been specially designed to symbolize not only our name, but also what we stand for – AFRICA. The lower case letters used in the logo's are friendly and approachable.

The Entity logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the Entity logo on any materials (including partnerships) represents AU's endorsement of its contents.

APPROVED LANGUAGE VERSIONS
Use only officially approved language versions of the Entity logo. The latin script version of the logo should be used at all times (English/French/Portuguese/ Spanish/ Kiswahili) in regard to the Language communicated out respectively. Use the non-latin script versions of the logo (Arabic) only when problems of readability arise for the local population or when communicating in Arabic.

Request the varied languages of the resepective Entity Logos from ICD

LOGO
Typical uses: Web pages, publication, signs, stationery and when co-branding with other horizontal logos. This is the most widely used version of the logo.

SEAL
Typical uses: Social Media Profiles, Podium signs, corporate plaques and enamel badges.

Due to space limitations certain media may require use of the Entity/ Insitution Seal only. In this situation the Entity/ Insitution Seal is used in an environment in which Entity is the primary owner/ convenor of the communication channel or location where the activity is being undertaken and there are other clearly displayed signages of the Entity/ Insitution Logo

Logo Clear Space

In general, avoid crowding the name or any other element too closely around the logo and leave clear space around the logo and tagline to increase its impact.

NOTE:
Minimum size of the AU Icon should measure no less than 19mm in width for print. For digital applications, the logo should be no smaller than 100 pixels wide.

Measurement guides of the Icon (X)
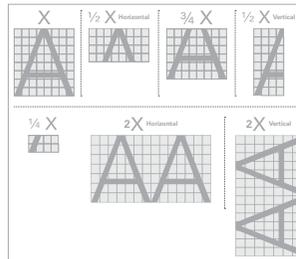
The Entity Logo Colour Variations

1. There are only six versions of any Entity logo and Tagline: English, French, Portuguese, Spanish, Kiswahili and Arabic
2. There are only 4 Colour Variations of the Entity Logo: Full Colour, Greyscale, Black and White
3. The Entity logo and tagline must always appear together for generic branding in the appropriate language.
4. Each Entity Office will decide for itself which language version of the logo and tagline to use, based on the country-specific circumstances.

APPROVED LANGUAGE VERSIONS
All Entitys Headquarters and their units will use the respective Entity logos and their respective tagline as their only logo. There should not be any separate or stand-alone logos used. Their respective taglines reinforce what the African Union and each Entity stands for.

There are no exceptions to this rule.

Full Colour

Click to download the Full Colour variations in
English | **French** | **Arabic** | **Portuguese** | **Spanish** | **Kiswahili**

Greyscale

Click to download the Greyscale variations in
English | **French** | **Arabic** | **Portuguese** | **Spanish** | **Kiswahili**

Full Black

Click to download the White variations in
English | **French** | **Arabic** | **Portuguese** | **Spanish** | **Kiswahili**

White

Click to download the White variations in
English | **French** | **Arabic** | **Portuguese** | **Spanish** | **Kiswahili**

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Application of Entity Logo Colour Options

The Entity/ Institution Logo should be displayed only in their approved colours. The examples shown here illustrate the correct use of the logo in positive formats. The preferred ways to display the logo are:

1. Full color over a light image (Image can be lightened up by applying a white to transparent Gradient behind the logo)
2. 100% white over AU Red
3. 100% white over AU Green
4. 100% white over AU Gold
5. 100% white over a Dark Image (Image can be Darkened by applying a black to transparent Gradient set on multiply and opacity at 40% behind the logo)

All logo files and templates are available from the Brand Team in the Directorate of Information & Communication.

NOTE:
Minimum size of the AU Icon should measure no less than 19mm in width for print. For digital applications, the logo should be no smaller than 100 pixels wide.

Full Color over light Image

Greyscale Logo

White Colour Logo on Green Background

**White Colour Logo on Red Background**

Black Colour Logo on Gold Background

White Colour Logo on Darkened Image

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Variances of Logo that are not permitted

01. Do not place the logo on backgrounds that provide little contrast or legibility.
02. Do not superimpose the logo on any image or decorative pattern that obscures its readability.
03. Do not place a full color logo over a photo/background that interferes with its legibility.
04. Do not retype the text component of the logo.
05. Do not redesign, recreate, distort, add or change any elements of the logo. Do not alter the proportions of the logo.
06. Do not use the logo, or any of its elements as a tinted background or decorative element.
07. Do not add special effects to the logo (drop-shadows, outlines).
08. Do not use clipart or logos found in the internet. Do not use scanned art.
09. Do not use outdated versions of the logo.
10. Do not print the logo in metallic inks (gold, silver bronze).
11. Do not use the logo's typography or the icon as a separate visual element.
12. Never separate the visual components of the logo. It is designed to be a single and cohesive single signature. Do not display the logo truncated or incomplete.
13. Never use the logo as a decorative element behind typography.
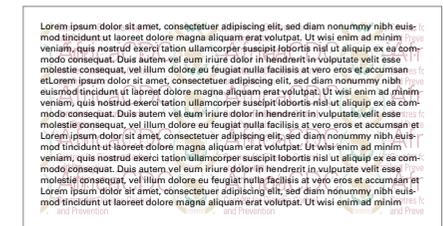
AU Flag

The AU Flag is strictly used for ceremonial purposes

Official AU Flag for Ceremonial purposes	African Union Commission	
Flag Display		
Ratio	Shape is Rectangular. Flags widfth-to-length ratio is 1 to 2.	
Pantone	**Green:** Pantone 7740 C **Yellow:** Pantone 393 C **Orange:** Pantone 7569 C **White:** White	
Additional Information	**Name:** Green **Hex:** 005756 **C:**100 **M:**0 **Y:**42 **K:**62 **R:**52 **G:**143 **B:**65	**Name:** Yellow **Hex:** #F0EC73 **C:**9 **M:**0 **Y:**68 **K:**0 **R:**240 **G:**236 **B:**115
	Name: Orange **Hex:** #DA8824 **C:**13 **M:**52 **Y:**100 **K:**1 **R:**218 **G:**136 **B:**36	**Name:** White **Hex:** #FFFFFF **C:**0 **M:**0 **Y:**0 **K:**0 **R:**255 **G:**255 **B:**255
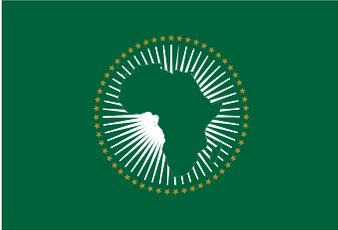
NOTE:
Inquire from ICD for the AU Flag before its use

The Tagline

Each Entity's / Institution's tagline captures in a short statement what is the core mandate / vision or goal of the Entity

English

Safeguarding Africa's Health

French

Protection de la Santé de l'Afrique

Portuguese

Salvaguardar a Saúde em África

Swahili

Kulinda Afya ya Afrika

Spanish

Salvaguardar la salud de África

Arabic

مراكز مكافحة الأمراض والوقاية منها

NOTE:
Each Entity is provided the Tagline in the official 6 AU languages in high resolution vector format, Jpegs, PNG's in both horizontal and vertical format where a download link is provided upon request from ICD

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Application of the Entity Tagline

Two-line format, with 1/2 the height relationship with logo.

Whenever possible, the Entity Logo should appear along with the Entity Tagline. The Entity Tagline visualisation has been designed taking into consideration two graphic variations suitable for display on a variety of media: Horizontal and Vertical Format.

When working with partnerships it is not necessary to use the Tagline, however the co-branding guidelines must be adhered to.

For standalone banners and digital skyscraper designs please use the stacked version for Generic Versions

1. Vertical

AfricaCDC
Centres for Disease Control
and Prevention

**Safeguarding
Africa's Health**

2. Horizontal/ Stacked

AfricaCDC
Centres for Disease Control
and Prevention

Safeguarding Africa's Health

¼ X

½ X

Measurement guides of the Icon (X)

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Entity Logo for Project use

Use these guidelines for the Entity communication activities. (Refer to co-branding section for guidelines on logo placement for partnerships and sponsorships)

Use colors from the secondary color palette guide when when implementing colour schemes for campaigns. This keeps it within the brand of the AU and ensure association with the African Union Brand

For Vertical Logos

For Horizontal Logos

Measurement guides of the Icon (X)

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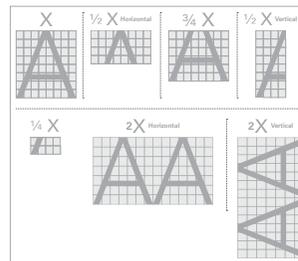
Fonts (Roman)

Univers
The Univers font family's extended range of weights makes it very versatile. The modern characters are progressive with a sense of stature, while still remaining human. Use a combination of weights to create emphasis.

Arial
For electronic and web purposes, Arial may be used.

Colour: On white or lighter shade
#53575A | R83 G87 B90
C66% M56% Y53% K29%
PANTONE 425 C

Colour: On AU Red/ Green/ Gold
#ffffff | R255 G255 B255
C0% M0% Y0% K0%

APPROVED LANGUAGE VERSIONS
Univers is not a standard computer font, and it may be purchased separately and installed by your office's IT department. For printed materials use Univers for body text and headlines. For web-based applications, use Arial for all HTML text, including body text, headers, captions, and links. Use Univers in graphics created for the web.

Click Here to Download the Font

Univers
abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXZ
1234567890!@#$%^&*()_+

45Light / *45Light Italic* / 55Roman / *55Oblique* / **65Bold**
65Bold Oblique / **67 Bold Condensed** / **75Black** / ***75Black Oblique***
/ **85Extra Black** ***85Extra Black Oblique***

All printed design collateral, use wherever possible

Arial
abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXZ
1234567890!@#$%^&*()_+

Arial Italic / Arial Regular / **Arial Bold** / ***Arial Bold Italic*** / **Arial Black**

Digital / web collateral - email, Powerpoint, Word

Fonts (Arabic)

Din Next™ Arabic Font
The Din Next Arabic font family's extended range of weights makes it very versatile. The modern characters are progressive with a sense of stature, while still remaining human. Use a combination of weights to create emphasis.

Arial
For electronic and web purposes, Arial may be used but sometimes they may look weird and become hard to read – especially if you use diacritical marks

Colour: On white
#54253c | R84 G37 B60
C54% M86% Y50% K48%

Colour: On AU Red/ Green/ Gold
#ffffff | R255 G255 B255
C0% M0% Y0% K0%

NOTE
Din Next™ Arabic Font is not a standard computer font, and it may be purchased separately and installed by your office's IT department. For printed materials use Din Next™ for body text and headlines. For web-based applications, use Arial for all HTML text, including body text, headers, captions, and links. Use Din Next™ in graphics create for the web.

Click Here to Download the Font

DIN NEXT™ ARABIC

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي

ا ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث ذ خ ذ ض ظ غ

DIN NEXT™ ARABIC Ultra Light/ DIN NEXT™ ARABIC Light/
DIN NEXT™ ARABIC Regular/ **DIN NEXT™ ARABIC Medium** /
DIN NEXT™ ARABIC Bold/ DIN NEXT™ ARABIC HEAVY/
DIN NEXT™ ARABIC Black

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Photography

When choosing imagery, it is important to choose the 'in a moment' type of images. These should feel natural and not posed.

The image should be slightly colour-corrected to have a good color vibrance which exhibits the warm tropical climate of Africa, but at the same time feel as natural as possible.

Avoid 'cheesy, thumbs up', smiling shots with direct model to camera eye contact.

The simple rule is choose imagery that reflects real life.

Imagery should try to face in the direction of the African Union Logo. Only in extreme circumstances may the image be faced the other way.

CHARACTERISTICS
Progressive/ Real/ Human/ Stature

PROGRESS
- Capturing progress in motion.
- Show progress (urban spaces, development, infrustructure, conversations etc.)
- Mature and more subdued energy
- Dynamic, engaging, point-of-view (never at and straight on)

- Selective and softer focus

PEOPLE
- Select images that portray happy Africans with purpose.
- Ensure that the person is real and natural looking.
- Ensure the person always has a forward posture,
- is always looking forward or moving to the right (forward).
- Capture people in action or during an interaction, visualising our promise or making action real.

TONE
- Dynamic tones and warm light
- Premium overall tone (slightly warm)
- Always have a minimum of 30% of warm vibrancy, bright colors that do depict the Africa as it is (sky/ clothing/ environment)

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Imagery Treatment

ICD has come up with a unique display of Entity imagery for communication.

1. Always pick imagery that communicates to Africa as a whole, there should be an element of motion and never static imagery. Africa as a continent is always on the move in all aspects. This imagery should always depict the working nature of Africans as a people.

2. Never pick images with dull colors, we have vibrant colors from different cultural representations as Africans. its what has distinguished us and made us stand out so we need to emphasize this within our imagery.

3. Always pick the right image that speaks to the message you are trying to communicate and put into consideration the vast cultural values of the African Continent as we have vast cultures, Always play safe with your imagery!

Original   Adjusted

emphasize the rich variety of African colors by giving the image warmth and vibrancy
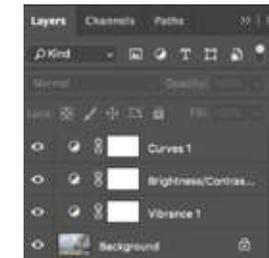
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SECONDARY ELEMENTS

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Secondary Colour Palette

Secondary colour palettes should be used in a manner that compliments the primary colour palette

There is always a need to highlight information in design. Therefore we have provided an extended colour palette. It can be used sparingly in print and digital navigation, graphs and tables. It can also be used as a tool to differentiate department offerings as per the African Union Headquarters.

Use the proportional ratio as indicated. Always ensure the primary colour palette is more prominent. Subtle tints or premium tones of these colours can also be used.

NOTE
Import the .ase (Adobe Swatch Exchange) file into your document colour swatches. Do not attempt to re-create the swatches as reproduction errors might occur.

Click to download the colour swatch   Pantone/ CMYK/ RGB

Blue | Plum | Blue Grey | Amber | Cyan

PANTONE 7686 C	PANTONE 215 C	PANTONE 5415 C	PANTONE 1235 C	PANTONE 319 C
100 C98 M77 Y14 K2 #194F90 R29 G74 B144	100 C26 M100 Y47 K8 #AE1857 R174 G24 B87	100 C69 M43 Y30 K4 #5B7E96 R91 G126 B150	100 C1 M25 Y98 K0 #FFB71B R255 G183 B27	100 C70 M1 Y16 K0 #1DCAD3 R29 G202 B211

Tints (20 40 60 80) for each

Deep Orange | Purple | Lime | Mauve | Pink

PANTONE 171 C	PANTONE 258 C	PANTONE 380 C	PANTONE 7455 C	PANTONE 213 C
100 C0 M80 Y92 K0 #FF5C35 R255 G92 B53	100 C51 M90 Y0 K0 #8F4899 R143 G72 B153	100 C23 M0 Y95 K0 #DAE343 R218 G227 B67	100 C84 M75 Y1 K0 #385CAD R56 G92 B173	100 C2 M98 Y41 K0 #E81F76 R232 G31 B118

Tints (20 40 60 80) for each

Teal

PANTONE 3285 C
Teal 100 C82 M18 Y54 K2 #009383 R0 G147 B131

Tints (20 40 60 80)

Never use more than one colour from the extended colour palette.

Some campaigns or documents may require the use of additional colours. Use the secondary colour palette when a seasonal colour is needed for a marketing campaign, or for a specifc issue like HIV/AIDS. Sometimes a wider range of color is needed when presenting data.

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The Backgrounds

3 Different variances of backgrounds have been developed, These backgrounds help to bring out the clarity of significance of what the AU and its Entitys stand for.

Do not flip or reverse the background. A flipped background is available for digital use only.

Only use Agenda 2063 Background when developing communication in reference to Agenda 2063 as in terms of Aspiration, Goals or Flagship projects of Agenda 2063

AU Green Background

AU Red Background

AU Gold Background

NOTE
Do not attempt to re-create these elements. All files are available in all required file and colour formats, suitable for both print and web applications.

Request ICD for the Gradient backgrounds for your Entity project use.

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Text Box Application

The transparent text box is used on emphasis to bring out more of the copy, especially in situations where the imagery may be busy.
The colors of the text box should be set to the particular color of what you are communicating, blending mode set to multiply and opacity at different variables

The full color Bar i.e Gold, Green or Red should always be used in manner that highlights the primary message or what you want to clearly stand out at 100% opacity

NOTE
The text boxes are set to multiply with different variations to Opacity (100%, 80%, 60%, 40%, 20%) for a bit of transparency to see the underlying image

Text Aligned Right

Cus mod ut mintem que

voloreris escidem ilicia pa voluptatur, velluptasped et faceaquatat dunt offic tectius aut volore molore

Text Aligned Left

Cus mod ut mintem que

voloreris escidem ilicia pa voluptatur, velluptasped et faceaquatat dunt offic tectius aut volore molore

Stand out word underline

Cusmod ut mintem que

voloreris escidem ilicia pa voluptatur, velluptasped et faceaquatat dunt offic tectius aut volore molore
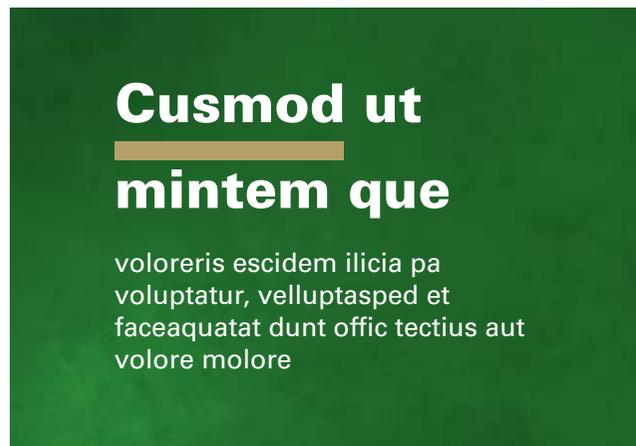
Text Aligned Left with emphasis on Title

Cus mod ut mintem que

voloreris escidem ilicia pa voluptatur, velluptasped et faceaquatat dunt offic tectius aut volore molore

NON-DIGITAL ELEMENTS

This section provides guidelines on how to apply the Entity iconography on non-digital media such as print, posters, signage, billboards, banners, promotional items etc.

By applying these guidelines to your communications, campaigns and materials you will strengthen the **ECOSOCC** brand image and enhance the visibility of the Entityization.

Entity Logo Placement:
Portrait documents

When setting up a document:
First; determine the size of the Entity Logo.
This is done by dividing the shortest side by Ten (10).
This gives you the height of the Entity logo.
The Logo height should never be less than 2cm in relation to print

Second; the placement of the Entity logo.
Always in the top left corner of the image area, got by using the letter "A" from the Word Africa and using it to measure from the borders

Header: Should be double the size of body copy
(Univers font of choice)
Body: On not more than 3 lines (Univers 55 Roman)
Call to Action: spaced one line from the body copy
**(Univers 65 Bold)**

NOTE
• Header copy is 2X the body copy: Univers 75Black
• Body Copy sits on 3 lines: Univers 55Roman
• Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Third; the placement of the Entity Tagline 'word form'. Always in the upper right corner of the image area, that should be the same size in height on double line as the full wording of the entity logo

Fourth; AU signoff logo (1/2 of the Entity logo) is placed at the bottom left of document with the social media aspect appearing on the right hand side of the document

AfricaCDC
Centres for Disease Control and Prevention

Safeguarding Africa's Health

NAME OF THE EVENT

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

Header

Body

Call to Action

An entity of the
African Union

africacdc.org

Africa Centres for Disease Control and Prevention P.O. Box 3243, Haile Garment Square, Square, Addis Ababa

An entity of the
African
Union

Poster Options

Two Poster Options are provided:

1. **White Border Poster Option;** In this regard it offers a clean white border around the image and brings out more prominence for the coloured logo as the upper section is clearly off limits and reserved for the Entity Logo and Tagline. This tends to be the minimalist clear colour direction and most prefered to be used with partners who dont have monotone colour logo options

2. **Borderless Poster Option;** In this regard all measurements are done from the document edge in the sense that the imagery encompasses the whole document as a background. Alot of colour corrections and darkening of imagery needs to be done in this aspect for the logo visibility as well as the text

White Border Poster Option
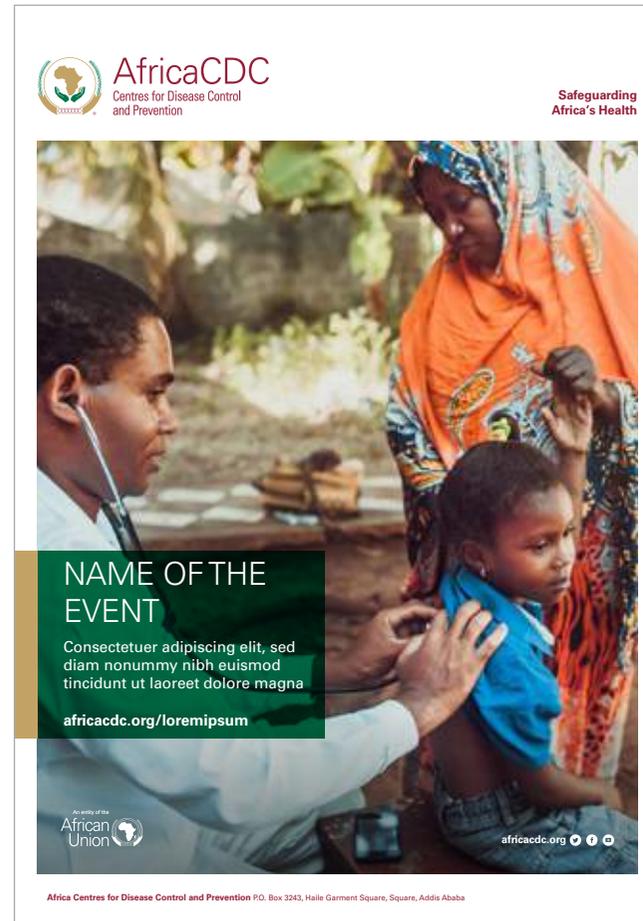
Borderless Poster Option

Entity Logo Placement: Landscape documents.

As with the portrait for posters and print Ads
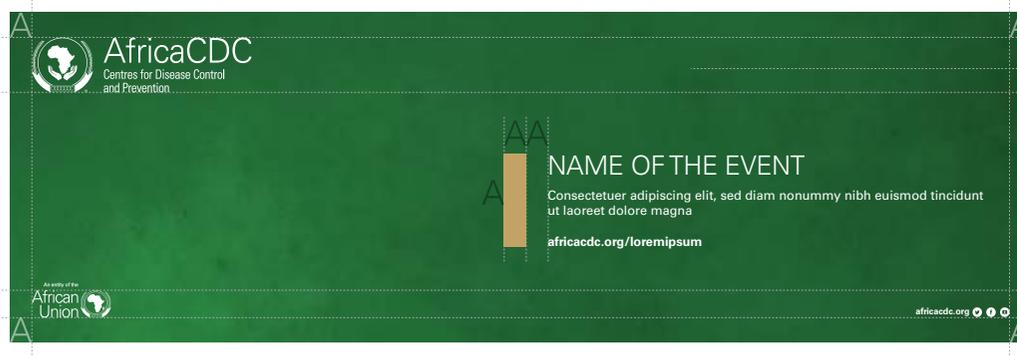
NAME OF THE EVENT

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

africacdc.org

Safeguarding Africa's Health

NAME OF THE EVENT

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

africacdc.org

Africa Centres for Disease Control and Prevention P.O. Box 3243, Haile Garment Square, Square, Addis Ababa

NOTE
- Header copy is 2X the body copy: Univers 75Black
- Body Copy sits on 3 lines: Univers 55Roman
- Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Measurement guides of the Icon (X)
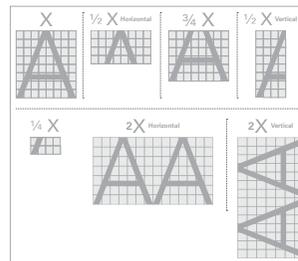
Landscape Poster Options

In this regard one should go with the direction of a borderless option being the case of maximizing the real estate.

Always try and find a clean area that is less busy to place the copy and do not place copy over a subject in regard to the subjects face or the object of focus.

NOTE
- Header copy is 2X the body copy: Univers 75Black
- Body Copy sits on 3 lines: Univers 55Roman
- Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Strip Ad

Landscape Document
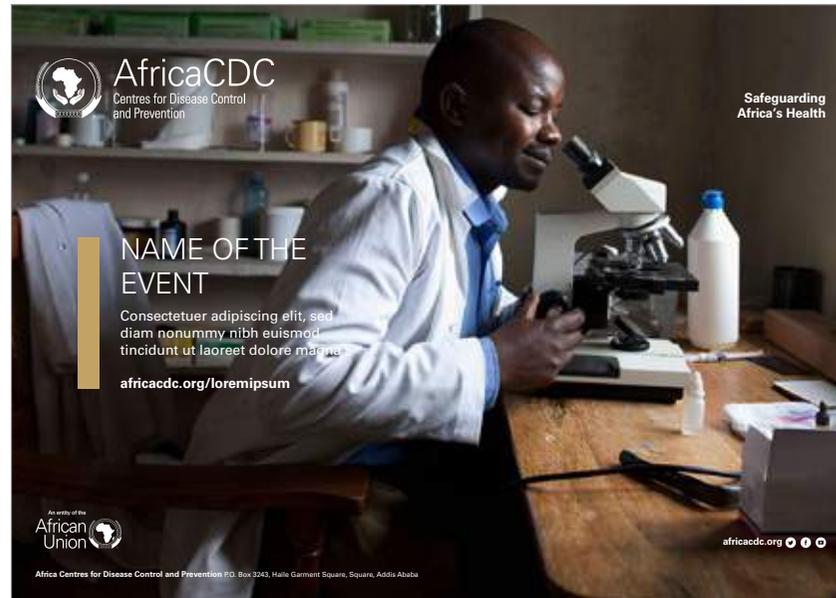
Pull up Banners

General Pull up Banners

1. On Full color Imagery
Use the stacked logo. if image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds

2. On white
Full color logo is applied, Body copy with the header can be placed anywhere.
Body copy of text on white is
C:66 M:56 Y:53 K:29

3. On AU Green
White color AU logo is used for contrast.
Do not use any other color of text other than AU White.

NOTE
• Header copy is 2X the body copy: Univers
• Body Copy sits on 3 lines: Univers 55Roman
• Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Generic with Image

850mm

70mm

70mm

AfricaCDC
Centres for Disease Control
and Prevention

NAME OF THE EVENT
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

2200 mm

African Union

Africa Centres for Disease
Control & Protection
P.O. Box 3243, Haile Garment
Square, Addis Ababa,Ethiopia

Tel: +251 11 551 7700
africacdc.org

160mm

Roll up Area
160mm

Generic Clean

AfricaCDC
Centres for Disease Control
and Prevention

Safeguarding Africa's Health

African Union

Africa Centres for Disease
Control & Protection
P.O. Box 3243, Haile Garment
Square, Addis Ababa,Ethiopia

Tel: +251 11 551 7700
africacdc.org

AU HQ is the Entityizer of an event

African Union

AfricaCDC
Centres for Disease Control
and Prevention

African Union Commission
P.O. Box 3243, Roosevelt Street
W21K19, Addis Ababa, Ethiopia
Tel: +251 (0) 11 551 77 00

au.int

An entity of the
African Union

Conference/ Summit ID Tags

A clean Modern design
Aim of the ID Tag is for security so do not clutter the tag with graphics/ imagery. Name of the person assigned to the tag should stand out as well as the Entity logo.

Main Partner is placed at the front at the bottom left corner with the AU Sign off Logo but in reference to additional sponsors these may be placed behind as they tend to be more than one and there is limited space for branding.

Front

John.Doe
AfricaCDC
STAFF

LOREM IPSUM DOLOR SIT AMET CONSECTETUR

06 - 09 JUNE, 2024
ADDIS ABABA, ETHIOPIA

An entity of the
African Union   Agenda **2063** The Africa we Want

VALID
06th June
to 09th June

Name & Role:
Univers 75 Black

Title: Univers 75 Black

Body: Univers 55 Roman

Barcode
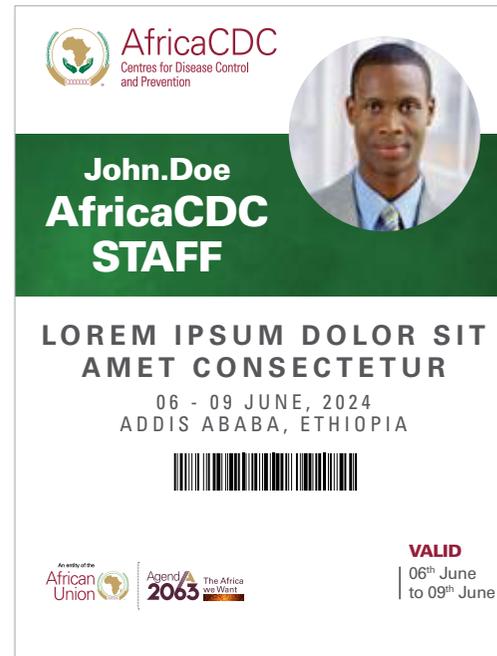
Theme of the year or Project Identity

Validity:
Univers 75 Black
Dates:
Univers 55 Roman

Back

CC

Africa Centres for Disease Control & Prevention
Haile Garment Square
P.O. Box 3243, Addis Ababa, Ethiopia

Tel: +251 11 551 7700
africacdc.org

Address of Conference Venue

STATIONERY

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Entity Business Cards

These finishes are used to supply a premium finish to printed marketing and communications collateral and to appeal to our personnel

To achieve a high quality and consistent look and feel, please make use of these specifications.

Size: W:90mm X H:50mm Bleed:3mm

Typography:
Employee Name: 9pt Univers 65 Bold, Uppercase
Title: 8pt Univers 55 Roman, Lowercase
Telephone, Extension, Mobile, Email: 8pt Univers 65 Bold, Lowercase
Address, Tel No, Extension No, Email Address: 7pt Univers 55 Roman
Department name (option 1): 7.3pt Univers 67 Bold, Uppercase

Generic

With Project
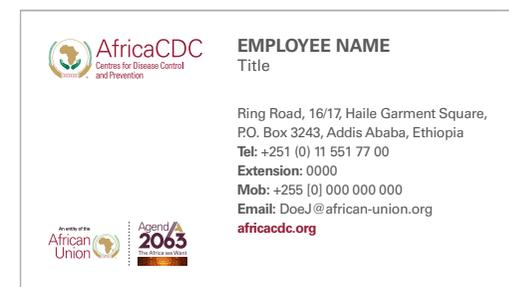
All Letters and numerals should be kerned as necessary.
Letter spacing should be set at zero
Color:
Front: Should be full color with all lettering set at C:55 M:56 Y:53 K:29 printed on white
Back: Back is to remain blank or can be used for another language for a bilingual Card

Print Paper
Clear White 380gsm

With Department Name

Entity/ Institution Staff ID's

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Horizontal Front

Horizontal Back
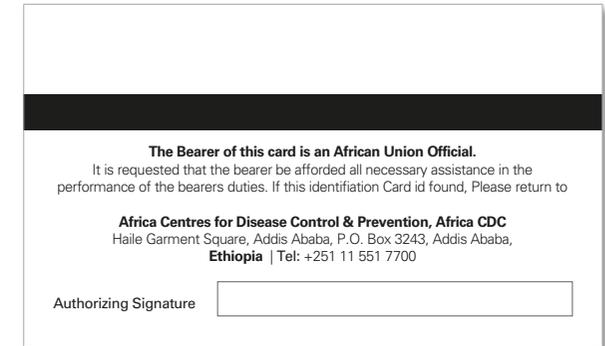
Vertical Front

Horizontal Back
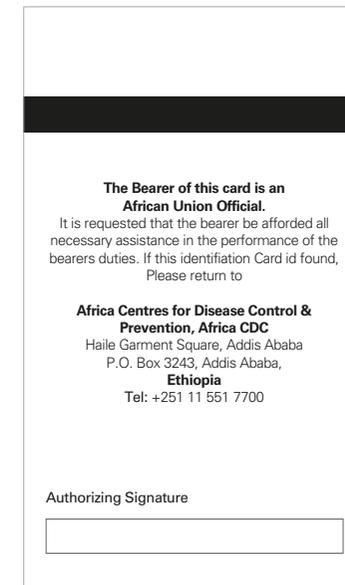
Entity Letter Heads

Header: This will be replaced with an image embedded in that will have the AU Logo and Tagline

Font color should be Grey **#53575A** for documents used through out other than black

Curious Skin - Extra White
135gsm Letterhead, comp slip, envelope

Curious Matter - Goya White
(High net worth segments)
135gsm Letterhead, comp slip, envelope, brochure inside

safety zone **20px**

Header

AfricaCDC
Centres for Disease Control and Prevention

Safeguarding Africa's Health

Interoffice Memorandum

Category Title: Univers **75Black**, Colour **#53575A**

To:	**File No:**
Through:	**Date:**
From: Director, Communication & Information	**Tel Ext:** 2558

Subject:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
quis nostrud exerci tation ullamcorper suscipit lobortis.

Body Copy: Univers 55Roman, Colour **#53575A**

Jane Doe
Director
Communication & Information

Signature, Name and Title, Left aligned

An entity of the
African Union

Africa Centres for Disease Control & Prevention
P.O. Box 3243, Haile Garment Square
Addis Ababa, Ethiopia
africacdc.org

Footer: AU signoff and Entity Address

An entity of the
African Union

Envelopes

Curious Skin - Extra White
135gsm Letterhead, comp slip, envelope

Curious Matter - Goya White
(High net worth segments)
135gsm Letterhead, comp slip, envelope, brochure inside

Coated Paper Stock
Magno Satin - White
200gsm   Simple z-Fold brochures +
brochure pages 250 gsm
Brochure cover

Invercote Creato/Duo
350gsm   Folders

Uncoated Paper Stock

Curious Skin - Extra White
135gsm Letterhead, comp slip, envelope
270gsm Simple z-Fold brochures + brochure cover
380gsm Business card

Curious Matter - Goya White
(High net worth segments) **135gsm**
Letterhead, comp slip, envelope, brochure inside
270gsm Brochure cover and z-Fold brochures

Front

AfricaCDC
Centres for Disease Control
and Prevention

Africa Centres for Disease Control & Prevention P.O. Box 3243, Haile Garment Square, Addis Ababa, Zambia Tel: +251 11 551 7700   africacdc.org
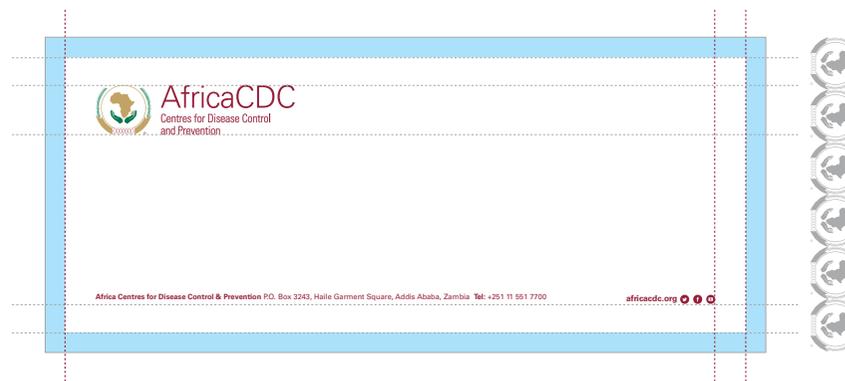
Printing in this area is not recommended.

Back
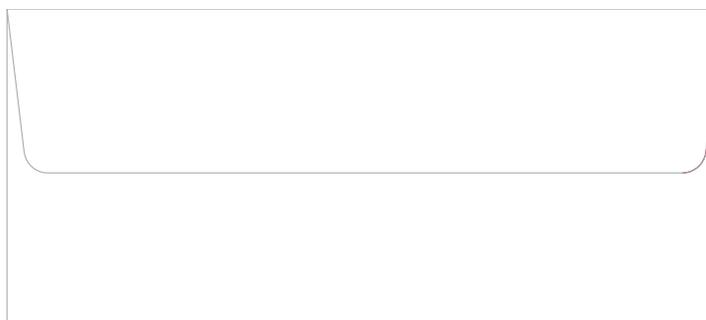
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PROMOTIONAL ITEMS

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Polo T-shirts

Polo T-shirts
Always try and go for good quality polo T-shirts with optional colors of AU Green, White or Red. AU logo is always **embroidered** on the left side of the T-shirt and partner logo/ project on the right side. The tagline is **embroidered** on the left sleeve in line with the AU logo and name of project embroidered on the right side in line with the project identity/ logo

Other colours may be hard to procure but always try to maintain full white with full color emroidered logos or black with white monochrome logos

NOTE:
Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

AU Sign off Logo on the Right Sleeve

Entity logo

Entity Tagline on the Left Sleeve

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Mugs, Flash Drives, Pens

In Regard to Pens and USB's that may have double printable surfaces; Entity logo goes on one side while the African Union signoff logo goes on the opposite side.
In the Incidense of a partner then the Entity sign off logo may be omitted owing to the limited print area

NOTE:
Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Mugs

Leather USB

Pen

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Umbrellas

Full Colour

White on Black

On Green/Red/Gold

NOTE:
Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

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African Union

FIELD OPERATIONS

An entity of the

African Union

Any Entity field project must carry the Entity logo and AU Sign off as its only logo; use of any other logo will dilute the AU brand. If required, the name of the project should be spelled out in full and placed below the logo. If the project is managed with a partner, which needs to be acknowledged visually, the AU Sign off logo should be used in conjunction with the logo of the other partner(s) only.

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations

NOTE:
Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Any request for exceptions to these rules should be made directly to the ICD.

Polo T-shirts

Field Safari Jackets

Snap Back Baseball Cap

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Field/ Event Booths

Entitys may wish to communicate internally and externally with the branding of their communication material which is achieved by the use of the primary colours and secondary colour in this instance but with clear adherence to the use of the Co-branding guidelines in terms of partnership

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations

Entity Logo Stands out

Tagline can be used for Marketing Purposes i.e showcasing what the Entity stands for

AfCDC Logo Seal with AU Signoff Logo in a prominent area

NOTE:
Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Press Conference Backdrops

Entitys need to communicate externally with the branding of their press conference backdrops which is achieved by having repeat logos of the Entity logo followed by the AU signoff in all the official AU languages

For eventswith podiums the Entity may wish to breand the backdrop with the theme of the conference which is acceptable only as per the events but press conferences should be branded with the Entity logo and the AU signoff Logo

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations

Announcement Press Backdrops

Podium Backdrops

Interview Backdrops

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DIGITAL ELEMENTS

This section provides guidelines on how to apply the AU iconography on digital media such as email, Internet, videos, digital photography etc. A strong brand aids recognition of AFRICAN UNION by our audiences, conveys what we stand for and helps to build a reputation for excellence.

By applying these guidelines to your communications, campaigns and materials you will strengthen the AFRICAN UNION brand image and enhance the visibility of the Entityization.

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Corporate Email Mastheads: Department

The Department as per the project is color coded as per the secondary colors assigned to each department. This helps with a quick visualization of which department the document is from other than having to read through the whole document first.

Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline

Name and Surname:
Univers **65Bold** and 55Roman **18 pt**

20px

60px

20px

Department Name

Extension **No**

100px

Department:
Color Coded, 55Roman **12 pt**

640px

Example

Department Name

Extension **No**
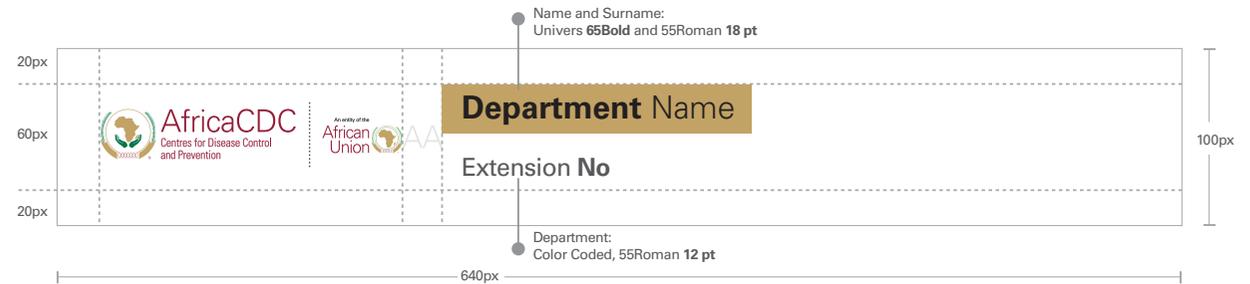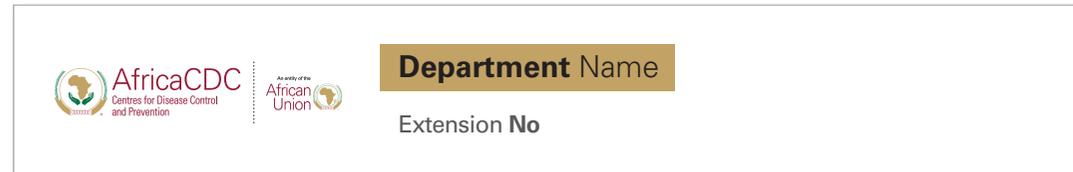
Corporate Email Mastheads: Project

The Department is color coded as per the secondary colors assigned to each department. This helps with a quick visualization of which department the document is from other than having to read through the whole document first.

A picture/ logo can be assigned to the right of the Masthead as per the visual representation of the project

Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline

Project Name:
Univers 65Bold, 18pt

20px

60px

Project Topic

Department

20px

100px

Organ:
Color Coded, 55Roman **12 pt**

640px

AfricaCDC
Centres for Disease Control and Prevention

An Entity of the African Union

Example

Project Topic

Department

AfricaCDC
Centres for Disease Control and Prevention

An Entity of the African Union

Example with Picture

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING

Lorem Ipsum

AfricaCDC
Centres for Disease Control and Prevention

An Entity of the African Union
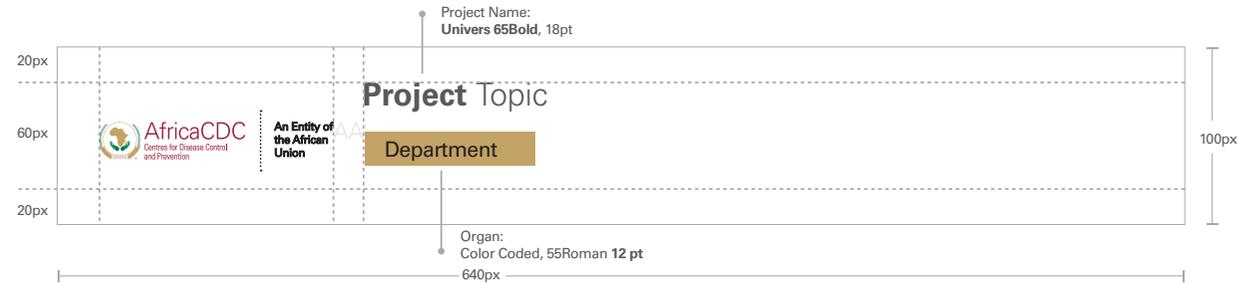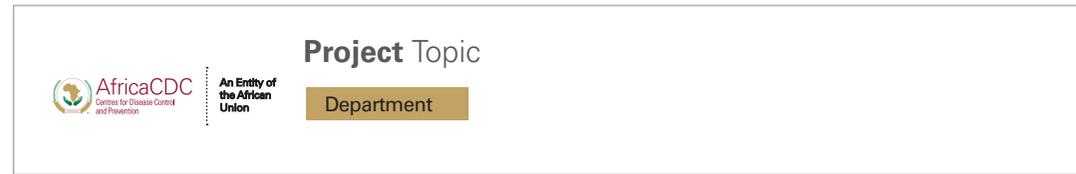
Corporate Email Mastheads: Personalised

For personalised email mastheads with a picture, ensure the person is facing the direction of the AU logo and not away from it. Flip the picture if necessary

Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline

20px
60px
20px
640px

Jane Doe
Assistant Administrator
Africa Centres for Disease Control & Prevention
Ring Road, 16/17, Haile Garment Square, P.O. Box 3243, Addis Ababa, Ethiopia
Tel: ++251 (0) 11 551 77 00, | **Ext:** 00000 | **africacdc.org**

Example

Jane Doe
Assistant Administrator
Africa Centres for Disease Control & Prevention
Ring Road, 16/17, Haile Garment Square, P.O. Box 3243, Addis Ababa, Ethiopia
Tel: ++251 (0) 11 551 77 00, | **Ext:** 00000 | **africacdc.org**

Example with Picture

John Doe
Programme Lead | Malaria Consortium
Africa Centres for Disease Control & Prevention
Ring Road, 16/17, Haile Garment Square, P.O. Box 3243, Addis Ababa, Ethiopia
Tel: ++251 (0) 11 551 77 00, | **Ext:** 00000 | **africacdc.org**
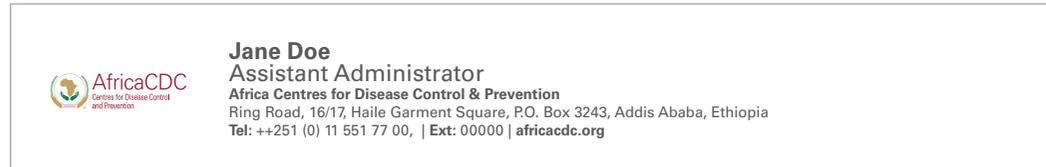
Intranet Banners

The intranet banners sizes vary and you should always enquire from the Brand Team of the ICD on the required banner size.

Keep in mind that banners are relatively small on screen and scale up or down according to the device being used therefore the less copy you have on the banner the better. Always try to limit your copy to a heading and a call to action; access copy can live on the link you are directing your audience to.

Any personal queries or questions?

Find help at legal Affairs

Harnessing from mother nature

Infrastructure & Energy

"I dream of an Africa which is in peace with itself"

Peace & Security

NOTE
Due to the position of the call to action Tab Device, the co-branding logos need to be placed on the bottom right hand corner. There is no need to insert the AU Signoff Logo on the banner as these live in our owned property.

Click to download the Intranet banner template

Social Media for Entities and Institutions

Entitys and offices with approved social media platforms may identify themselves in the "who we are" and/or "about sections". They should not identify themselves in the handle name. Instead their handle should list the topics on which they work. A recommended list of topics is available from the Information & Communication Directorate (ICD). All handle names must be approved by the ICD.

Acceptable: AU_CDC
                     AU_PSD
                     AU_WGDD
                     AU_NewYork

Not Acceptable: AU/NEPAD Bureau
                     AU/OTI
                     AU/Office of Women Gender

Social Media for Countries and Regional Offices
Countries and regional offices with approved social media platforms (currently Facebook, Twitter and Instagram) should follow the same guide- lines that apply to the main AU platforms. Establishing other social media platforms should be coordinated with ICD. Countries and regional offices may identify themselves in the handle name.

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Social Media Elements

How the AU is represented on digital platforms should be consistent. Whatever is developed for non digital elements should be synced to the digital platforms. Aspects to be considered should be from the handle of the page itself to the logo placements, fonts used and colours as well backgrounds/ photography used

- Use the Solid variations of icon against a busy background for more visibility
- Use the Thin line variations against a clean background but od take into consideration that these cannot be made too small as they lines tend to thin out the smaller they are

NOTE:
These icons have been carefully developed to represent the African Union social media platforms in regard to branding. DO NOT RECREATE YOUR OWN SOCIAL MEDIA ICONS.

Click to Download the Social Media Icons

Solid

| Twitter | Facebook | Youtube | Instagram | Linkedin |

Thin Line

Website handle with social media icons

africacdc.org

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Communication
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Facebook Specifications

Cover Photo: 820 x 360 pixels - Smaller images will stretch to fit the area. For a faster load time, upload an RGB JPG photo that's less than 100 KB in size. For sharp images, start with a canvas that's 1656 x 630 pixels (twice the size).
For images with text or graphics, save as a PNG file at double the size for sharpness and clarity

Profile Picture: 180 x 180 pixels - Profile pictures must be at least **400 x 400 pixels** to upload. Rectangular images will be cropped from the center of the image. When you post an update, comment or like someone else's page, the profile picture will appear at 90 x 90 pixels.
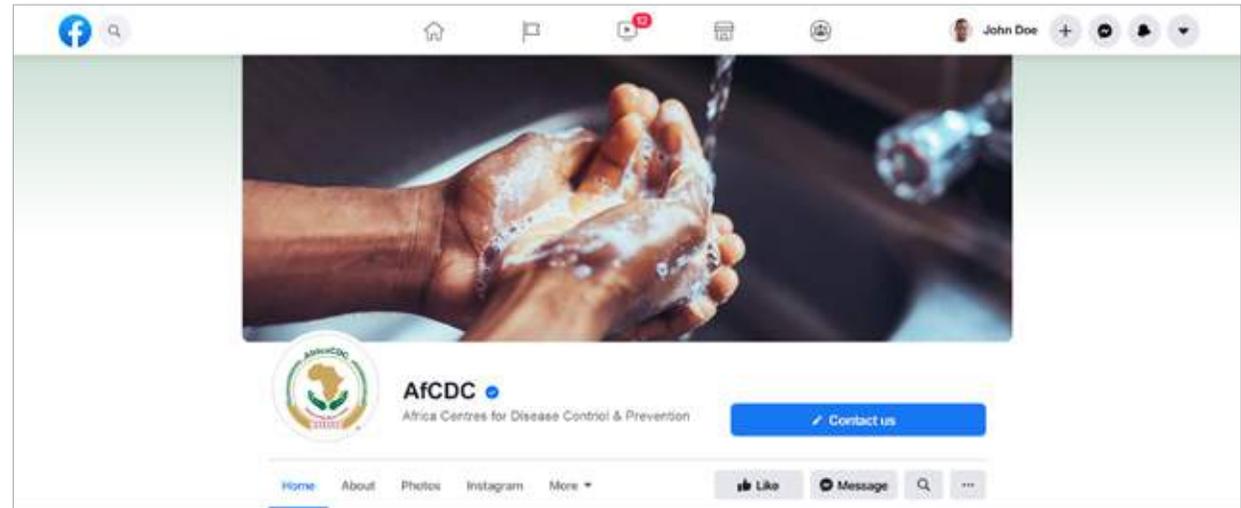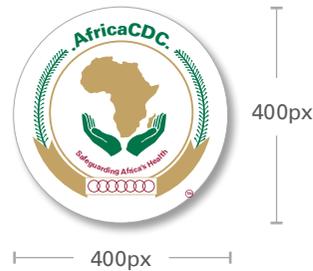
PRO TIPS:
Posts with fewer than 250 characters get more engagement.

Click to Download the Facebook Image header Guideline [Please note native file is in illustrator .ai format]

Profile Picture

400px

400px

Profile Image header Guide

Visible on mobile and desktop Screens [24px tall]

Visible on desktop Screens [90px wide]

Safe Zone
Visible on mobile and desktop Screens

Visible on desktop Screens [90px wide]

AU Signoff

#hashtag
Website

Visible on mobile and desktop Screens [24px tall]

360px

820px

Social Media Posts Specifications

A Square social media post template has been created that works across all Social media platforms with clear guidelines where nothing should be placed outside the safe area. This maintains the visibility of the Entity logo, AU sign off Logo as well as the website address and Hashtag that clearly needs to identified for any social media post
You are advised to save file under web legacy as a PNG file and scale it to double the size i.e (1200px by 1200px) as when uploaded images tend to be compressed hence losing clarity for text if simply saved in the recommended size.

PRO TIPS:
Posts with fewer than 250 characters get more engagement.

Refer to the AU Digital Guideline for a detailed Breakdown of AU Digital Norms and Design Templates or request from ICD

Facebook Post Guide

Organ/ Entity Logo

Safe Area
[538px by 538px]

AU Signoff

#hashtag
Website

600px

600px

Facebook post

An entity of the
African Union
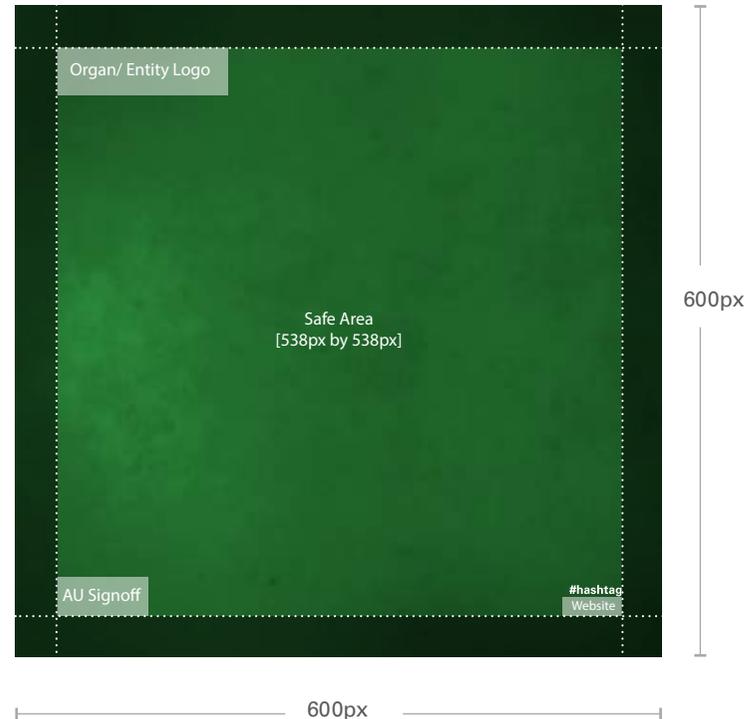
Twitter Specifications

Cover Photo: 3000 x 1000 pixels - Acceptable file formats are JPG, GIF, and PNG.
Twitter recommends 1500 x 500, but we have found **3000 x 1000** works best to display the image properly.

PRO TIPS:
• Pictures uploaded via pic.twitter.com get 94% more retweets than others.
• Tweets with the highest number of retweets are those with 70 to 100 characters.

Refer to the Digital Guideline for a detailed Breakdown of AU Digital Norms and Design Templates or request from ICD

Profile Picture

400px

400px

Profile Image header Guide

Safe Zone
Visible on mobile and desktop Screens
1500px X 360px

Desktop
400px X 400PX

AU Signoff

#hashtag
Website

Phone   Tablet

500px

1500px

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LinkedIn Specifications

Hero Image: 646 x 222 pixels - LinkedIn allows you to add a photo or graphic image to your company page, similar to the Facebook cover photo. This is an opportunity to create a powerful and pleasing visual aesthetic for your page.
Unlike Facebook, LinkedIn isn't picky about what you put in your "hero image." There really are no limitations.

Cover Photo feature is only available for personal profiles, not company pages.

Profile Picture

400px
400px

Profile Image header

191px

1128px

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YouTube Specifications

Channel Art: 2560 x 1440 pixels - YouTube will scale your channel artwork using responsive web design. YouTube recommends uploading channel art at **2560 x 1440** pixels with a maximum file size of 2MB. The channel art banner will automatically scale to anywhere between 640 x 175 pixels (narrowest) to 1060 x 175 pixels (widest).

Tablet Display: 1855 x 423 pixels
Mobile Display: 1546 x 423 pixels
TV Display: 2560 x 1440 pixels
Desktop Display: 2560 x 423 pixels
Video Title: 100 characters
Video Description: 5000 characters
Video Dimensions: 2560 x 1440 pixels

Profile Picture

400px
400px

Profile Image header

1440px
2560px

An entity of the
African Union
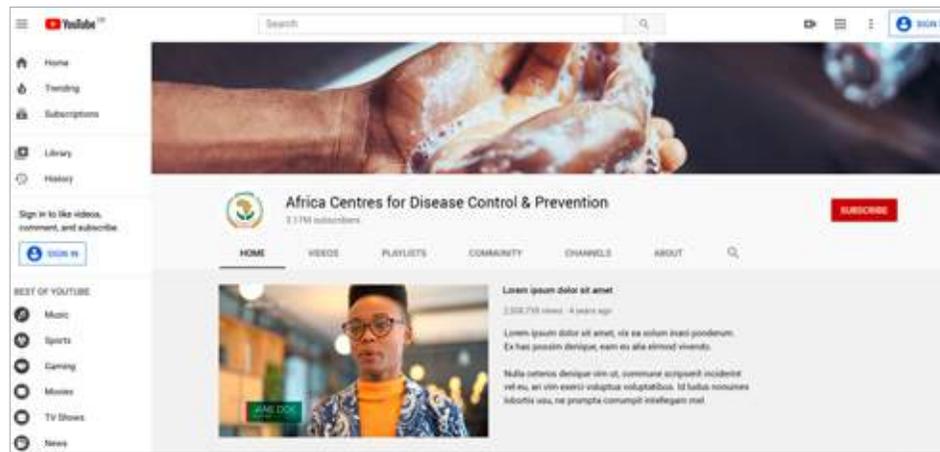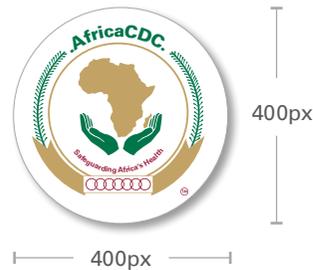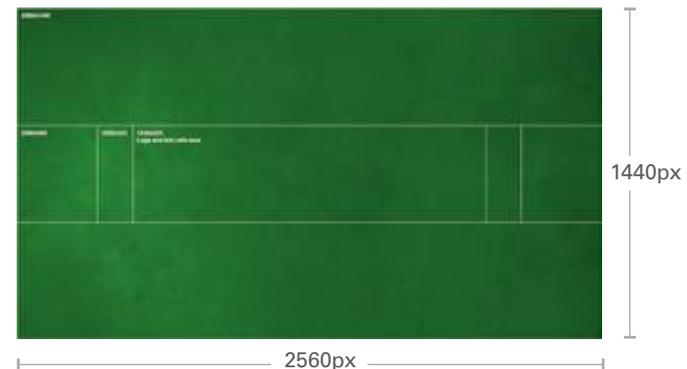
Entity Website

An effective responsive Entity website template has been designed and developed for use by Entitys, bureaus, offices and Missions that provides updated and important information to a global audience.

All content on the organ.au.int website should use the website's native styles for display of standard page elements such as paragraph text, headers, image treatment, data tables and hyperlinks. While some custom coding is allowed in page content, styles and layout elements may not overwrite or conflict with native styles.

NOTE:
Inquire with ICD for the Entity web template. DO NOT TRY TO RECREATE YOUR OWN ENTITY WEBSITE AS ALOT OF EMPHASIS HAS BEEN PUT INTO THE BACK END FOR MANAGEMENT OF THE SITE.

Refer to the Digital Guideline for a detailed Breakdown of AU Digital Norms

Homepage
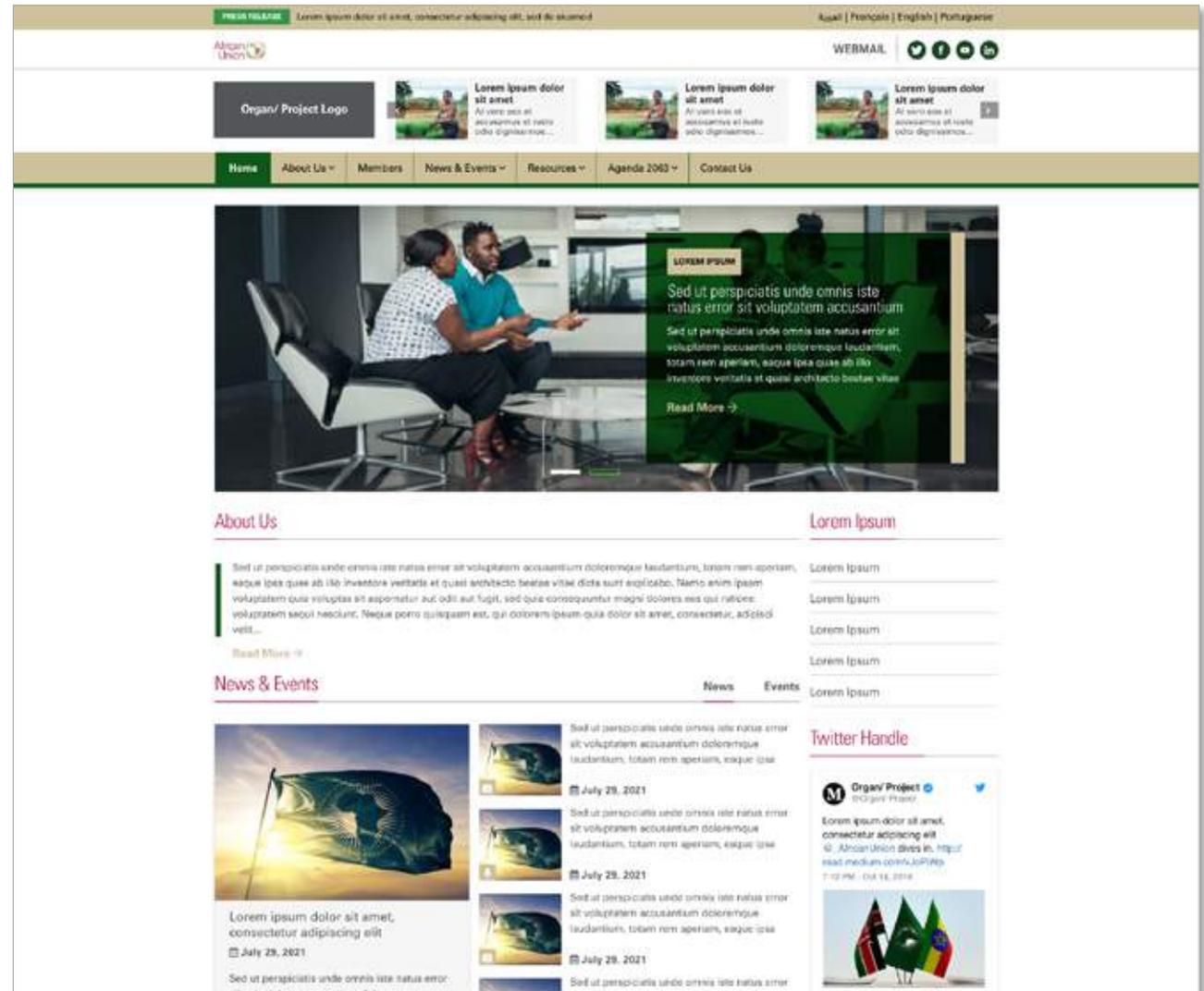
PRESENTATIONS

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Communication
Style Guide

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Presentation Guidelines

This section explains how to use the elements of the Entity brand to create presentations in Microsoft® PowerPoint®.

Use the font Arial in bold and regular weights.

Charts and diagrams should be simple, clear and uncomplicated. Three-dimensional effects and animation should be avoided wherever possible. The complete main colour palette can be used; however, keep the number of colours appearing on any one slide to a minimum.

The use of photography to enhance or complement a message is encouraged. However, photo imagery should be kept to a minimum and used to communicate, not decorate.

Remember that key points can be type-only slides or type and image slides. Pacing is important, so after a text-heavy section, a slide of colour background with one sentence or an image slide with one sentence can be used to create a moment of rest. The text should be kept simple and to a minimum.

NOTE:
These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®.
Type sizes and styles are built into the master pages of each template. Just click to add your text.

Click to Download the Presentation Template

AfricaCDC
Centres for Disease Control and Prevention.

Safeguarding
Africa's Health

CLICK TO ADD COVER TITLE
Title goes here

An entity of the
African Union

africacdc.org
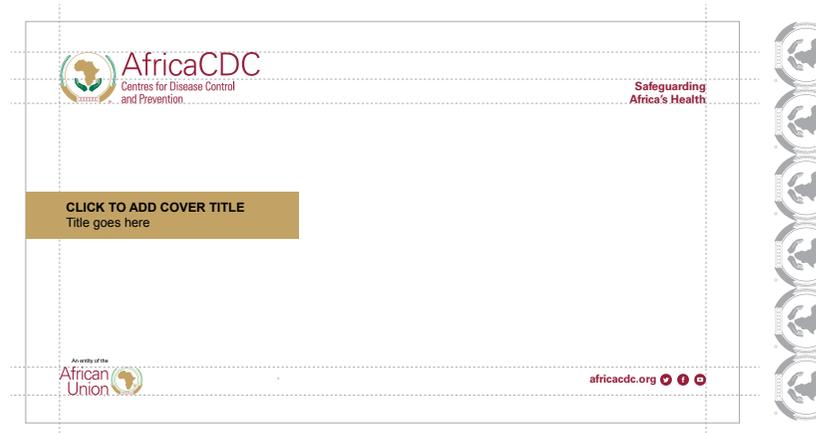
Typeset:
Arial Bold, Title Case, **40pt**

Text Color: AU Grey RGB# 53575A on white background [Reason for using grey is that black is pretty harsh against the eye on a white background so grey tends to soften the text and make it more easily readable without straining the eyes

Please follow the clear space rule for the Entity Logo.

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Presentations: Cover Pages

There are 2 options for the cover

Typeset:
Arial Bold, Title Case, 40pt
Color on white: Black
RGB# 000000
Color on Red: AU White RGB# ffffff

External Audiences
Use the African Union Corporate branding not Departmental branding as you are representing the AU in your presentation not the department

Internal Audiences
If applicable, use the Secondary colour palette if required to differentiate your presentation from those of other departments

NOTE:
These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®.
Type sizes and styles are built into the master pages of each template. Just click to add your text.

Click to Download the Presentation Template

External Audiences

Internal Communication

Use the master Layout Tab to determine the layout to use best suited for the your presentation. Fonts with their sizes as well colurs have been set for your use

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Presentations: Content Pages

Content Pages come in various options from the clean white Full colour logo presentation to AU Green, Red or Gold background Colour Options

Typeset:
Title Case, Arial Bold **40pt**
Subheading Case, Arial Regular, 40pt
Color on white: Grey
RGB# 000000
Color on Red: AU White RGB# ffffff

The Secondary Color palette comes into play when shading the Graphs and Charts/ infographics in any manner

NOTE:
These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®.
Type sizes and styles are built into the master pages of each template. Just click to add your text.

Click to Download the Presentation Template

Content Page

Graphs

Use the master Layout Tab to determine the layout to use best suited for the your presentation. Fonts with their sizes as well colurs have been set for your use

VIDEOS

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Communication
Style Guide

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Video:
TV Bug and Lower Third

The AU Video Tool Kit is the source of technical specifications needed for the production of branded video.

It represents the signature look and packaging of all video presentations, including animated end-tags, lower third for captioning, various slates, AU logo, backgrounds and transitions.

The AU Video Tool Kit is a set of video elements in both PAL and NTSC standards. These elements are provided in the official AU Languages and can be applied to local video productions.

NOTE:
These examples illustrate the recommended way to use the lower thirds for any AU video production. Type sizes and styles are built into the master pages of each template. Just click to add your text with the relevant software.

Click to Download the lower Thirds Template

Use the Entity logo and AU Signoff logo as per the template in this instance in the upper left corner of the Video within the safe zone set at a transparency of 80%

JANE DOE
POSITION

The lower third has been animated in After effects so kindly do no recreate the animation but ask ICD to avail the download link to incorporate in your projects

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Video:
Closing Frame

The AU Video Tool Kit is the source of technical specifications needed for the production of branded video.

It represents the signature look and packaging of all video presentations, including animated end-tags, lower third for captioning, various slates, AU logo, backgrounds and transitions.

The AU Video Tool Kit is a set of video elements in both PAL and NTSC standards. These elements are provided in English, French, Spanish and Arabic languages and can be applied to local video productions.

NOTE:
These examples illustrate the recommended way to use the closing frames with partners/ sponsors for any AU Entity video production.
Type sizes and styles are built into the master pages of each template. Just click to add your text with the relevant software.

Click to Download the closing frame logo animation

Entity with Sign off
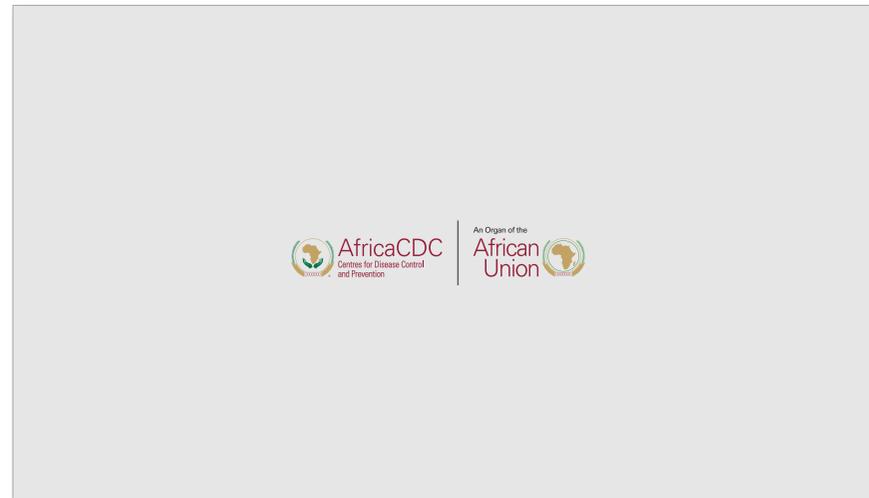
Entity with Partners/ Sponsors

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DIGITAL SCREENS

Desktop/ Laptop Screensavers

The screensavers will be a tally of images that will change every 30 seconds when the computer is idle. The images provided will strictly have rights by the AU for various use and should clearly have the logo and contact information of the African Union

Save files in PNG format using save for web legacyor save for screen Command. Files should not be dimension of full HD; 1920px by 1080px and not more than 1MB in size

NOTE:
A series of images will be trademarked by the AU for use in various aspects and should be used for presentations and screensavers. For use in other projects please confirm with ICD in aspect of any communication materials as there may be limitations for use of some particular images

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Digital Information Kiosks

These are electronic screens placed across different traffic points at venues for message outreach and visibility. The may come across as vertical or horizontal. Inquire about the size and resolution to have a full scalable image across the screen for better visibility

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PRESS ANNOUNCEMENTS

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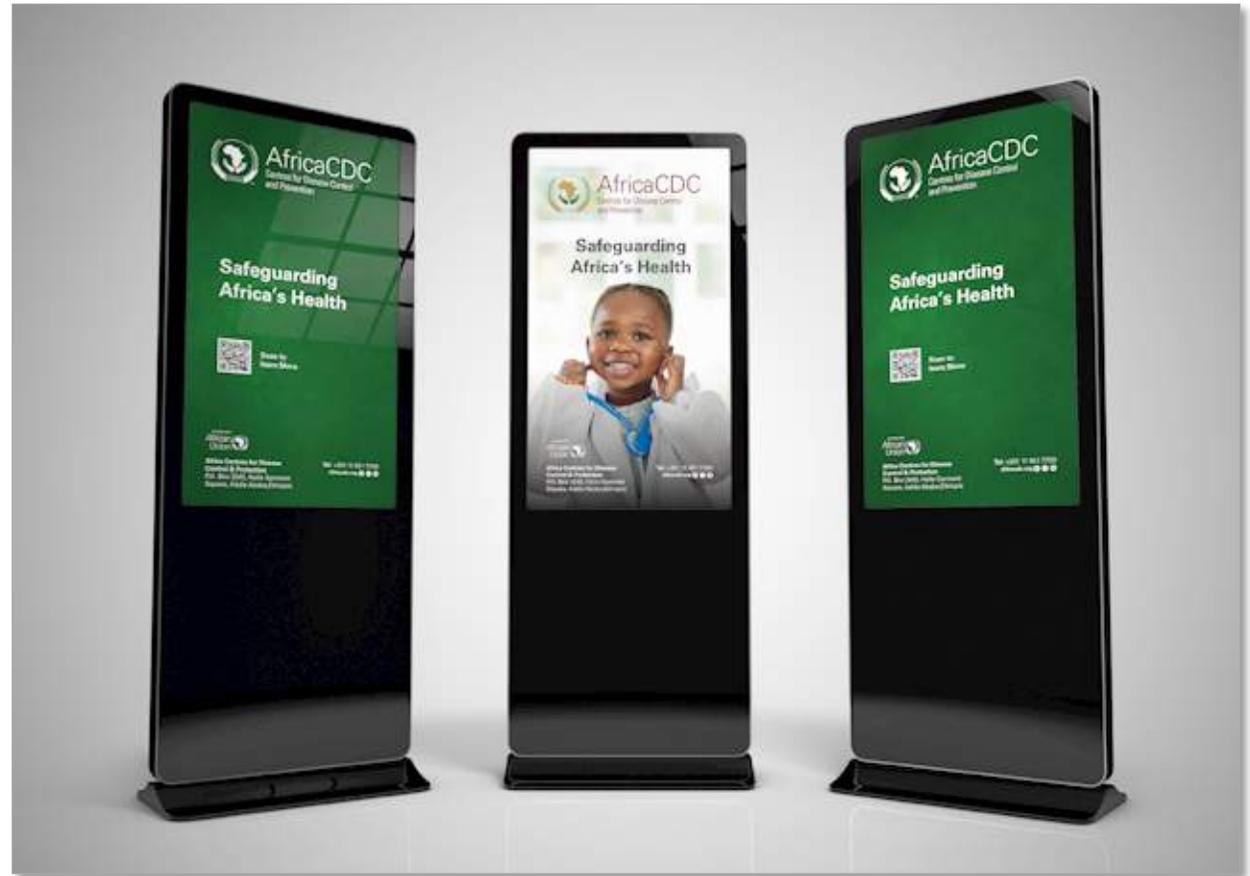
Press Release/ Media Advisory

MEDIA RELEASE
SIZE: 8.5" x 11"

TYPOGRAPHY
Media Release heading:
18 point type. Univers 65 Bold, upper case, 100% **AU Red**

Entityization name in footer:
8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% **AU Red**

Address and contact information in footer:
8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% **AU Red.**

BODY TEXT
11 point type over 13 point leading, Univers 55 Roman. Leave one line space between paragraphs. **# 53575A**.

Ensure Pictures are captioned if required (Date | Event | Personalities | Location)

Page 1

Page 2

Joint Press Release

MEDIA RELEASE
SIZE: 8.5" x 11"

TYPOGRAPHY
Media Release heading:
18 point type. Univers 65 Bold, upper case, 100% **AU Red**

Entityization name in footer:
8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% **AU Red**

Address and contact information in footer:
8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% **AU Red.**

BODY TEXT
11 point type over 13 point leading, Univers 55 Roman. Leave one line space between paragraphs. **# 53575A**.

Ensure Pictures are captioned if required (Date | Event | Personalities | Location)

Single Partner

Numerous Partners

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Advertisement

MEDIA RELEASE
SIZE: 8.5" x 11"

TYPOGRAPHY
Media Release heading:
18 point type. Univers 65 Bold, upper case, 100% **AU Red**

Entityization name in footer:
8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% **AU Red**

Address and contact information in footer:
8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% **AU Red.**

BODY TEXT
11 point type over 13 point leading, Univers 55 Roman. Leave one line space between paragraphs. **# 53575A**.
COLOUR
All permanent elements print 100% full color with logo and tag line

PAPER STOCK
Rolland Enviro100 Print, 70lb Text or similar recycled paper

PRINTING METHOD
Offset lithography or digital printing

.75 inch   .75 inch

AfricaCDC
Centres for Disease Control and Prevention

Safeguarding Africa's Health

1.25 inches

JOB POSTING

5765341

Job Posting Title:	File No:
Start Date:	End Date:
Reference Code:	Tel Ext: 2558
Job Title:	

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

 quis nostrud exerci tation ullamcorper suscipit lobortis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh

An entity of the African Union

Africa Centres for Disease Control and Prevention
Haile Garment Square, Addis Ababa P.O. Box 3243
Addis Ababa, Ethiopia
africacdc.org

.5 inch

CO-BRANDING

Cobranding is a strategic agreement between two or more brands to collaborate to achieve a desired goal. Cobranding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.
Partnering with other brands represents a great opportunity for the African Union to enhance its brand identity and bring it to life.
To ensure adequate representation of the brand and our partners' brands when communicated together, these guidelines are designed to safeguard and feature the AU brand in various partnership environments.

- Promote existing and new initiatives and programmes of the African Union
- Establish or increase key stakeholder preference for association with the African Union
- Associate with other strong well known recognised brands.
- Generate loyalty and brand differentiation.
- Create awareness with audiences in new environments in which we have not previously engaged
- Ensure relevance by engaging with stakeholders through multiple touch points.

Key Principles

These give a framework for approaching all cobranding opportunities:
- Present African Union as the dominant/lead brand (whenever possible) (see Brand Dominance explanation below).
- The African Union logo should be clearly displayed and given prominence.
- Leverage our brand guidelines; create a partnership environment where our brand feels Entityic to the experience.
- Certain partnerships are unique and necessitate consultation from the ICD team

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CO-BRANDING
Brand Dominance Explained

Brand dominance means one partner will have the lead presence in executions, often emphasizing their visual system in marketing communications.
Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to target
audiences / stakeholders and maintaining that relationship, or which partner will host the experience.

The expression of dominance is simple and can be achieved by the following tactics:
1. Placing the dominant partner logo in the most visible and valuable space (e.g. above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity, the dominant brand will be placed on the left.

Cobranding approach based on Dominance
a) African Union Dominant
- AU dominance is when the AU most heavily influences the communication experience. This is when AU is driving the engagement with target audiences or if our resources are most depended upon.
- AU dominant experiences rely heavily on the AU visual system for look and feel.

b) Partner Dominant Cobranding
- Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it is critical that we protect and appropriately display the AU logo.

c) Other Partnerships
- Not all partnerships have clear brand dominance. It is important that we maintain as many of the AU visual components as possible.

NOTE:
These uses must be pre-approved by the ICD Brand Team before any design begins or agreements are entered into.

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CO-BRANDING
Logo Guidelines

In all partnership types, always use these guidelines when working with the AU logo.

The full color AU logo is in AU Red, Green, Gold and White. It is preferred that the full colour logo appears on a white (TBC) background, but you can also use the lighter colours from the neutral palette as a background. Only use solid black (TBC) or white versions when colour is not an option. The full colour logo is our most universally recognised asset, and to aid comprehension, we use that version wherever possible.

The correct Entity logo has an uppercase "TM"

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CO-BRANDING
NON-DIGITAL ELEMENTS

AU Entity as dominant Brand

Entity dominance is when the Entity most heavily influences the communication experience. This is when the Entity is driving the engagement with target audiences or if our resources are most depended upon. The Entity dominant experiences rely heavily on the Entity visual system for look and feel.

The potential elements to communicate this are:
- Full color Entity logo
- Partner logo
- Touch of **AU Gold** colour in photography if possible
- AU color palette
- AU Font Univers Font Family

Design requirements
- Whenever possible, leverage the AU visual system (see the corporate master brand guidelines on pageXX).
- The Entity logo and the main partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the Entity logo in full colour on a white background when available. If it's not possible, only use a black or white Entity logo.

NOTE:
- DON'T Make the partner logo bigger than the AU logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.

Main Partner Logo should be the same size in height as the Entity iconography [X]

AfricaCDC
Centres for Disease Control and Prevention

NAME OF THE EVENT

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

An entity of the
African Union

africacdc.org

Africa Centres for Disease Control and Prevention P.O. Box 3243, Haile Garment Square, Square, Addis Ababa.

The Entity Signoff always Consistent all through in the bottom left corner of the document

An entity of the
African Union
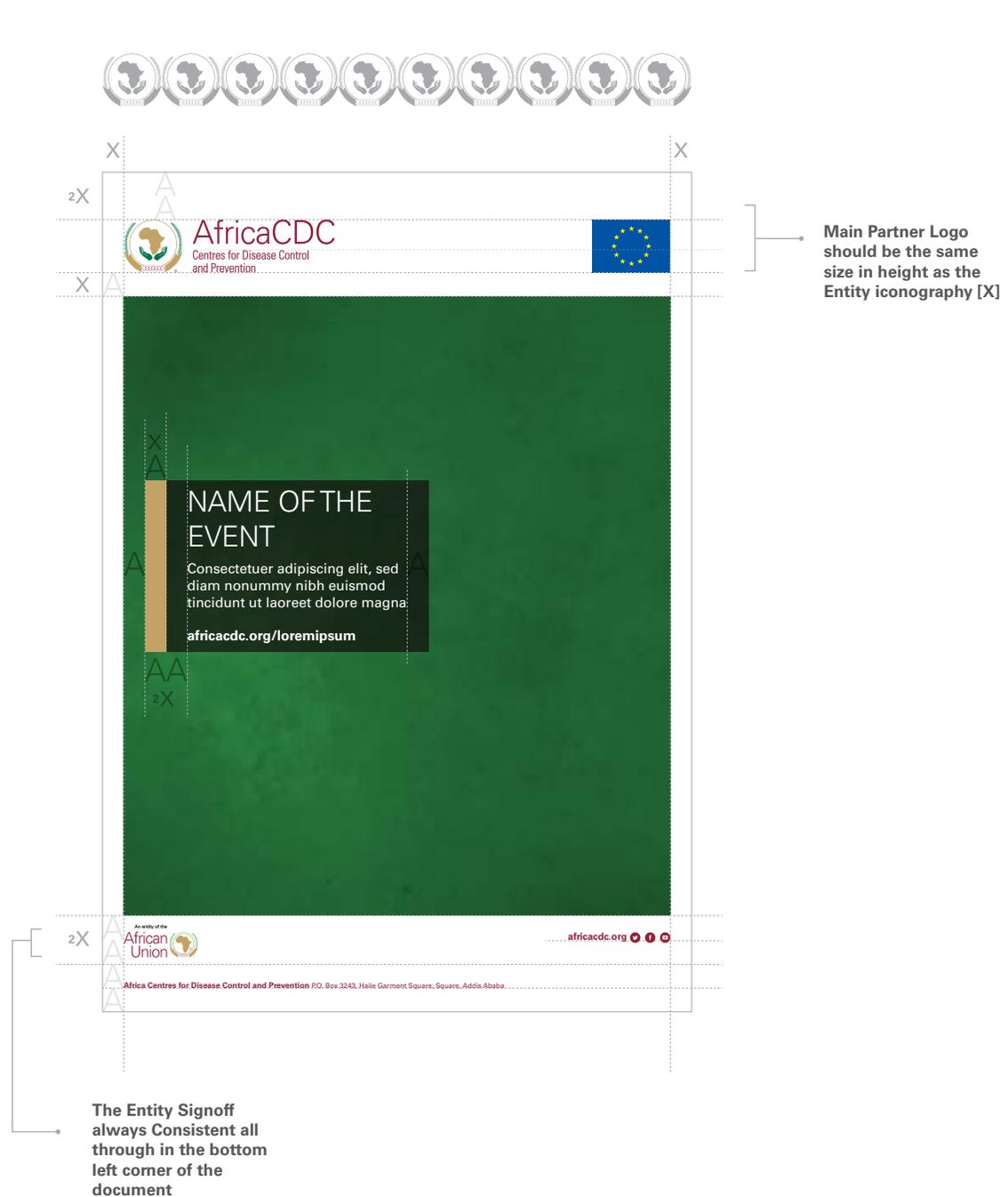
Partnership with one other entity

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

NOTE:
- DON'T Make the partner logo bigger than the Entity logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.

AfricaCDC
Centres for Disease Control and Prevention

NAME OF THE EVENT

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

africacdc.org/loremipsum

An entity of the
African Union

africacdc.org

Africa Centres for Disease Control and Prevention P.O. Box 3243, Haile Garment Square, Square, Addis Ababa

Main Partner Logo should be the same size in height as the Entity iconography [X]

The Entity Signoff always comes first irrespectively and other sponsor logos follow in alphabetical order

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Partnership with main entity and multiple sponsors

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

Main Partner Logo should be the same size in height as the Entity iconography [X]

The Entity Signoff always comes first irrespectively and other sponsor logos follow in alphabetical order

NOTE:
- DON'T Make the partner logo bigger than the AU logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

**ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.**

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Co-Branding: Main Partner and Multiple Sponsors Examples

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

Main Partner

Multiple Sponsors
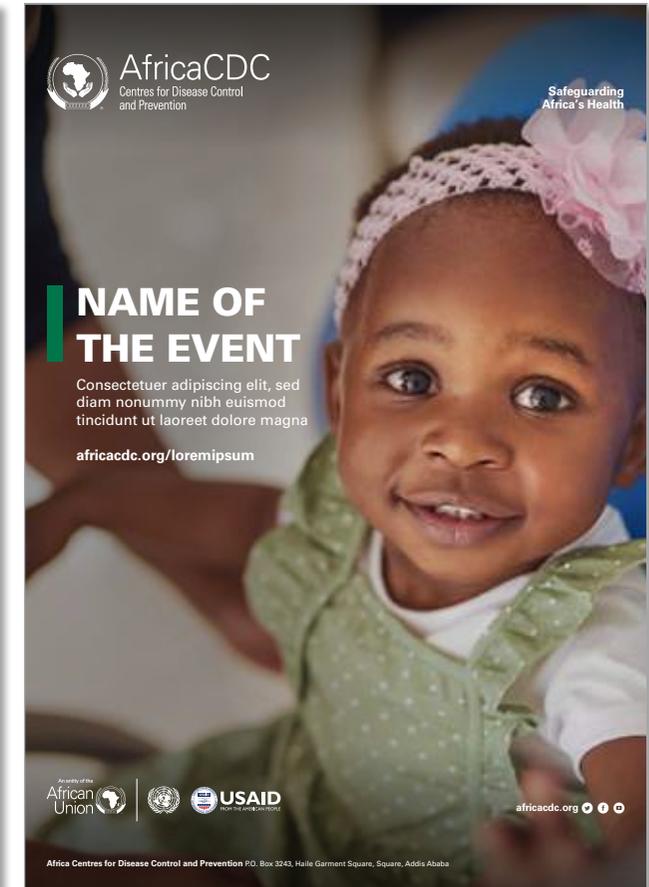
Co-Branding: Pull Up Banners

General Pull up Banners

1. Partnership
Stacked logos can be used or the horizontal Cobranding Mockup logo may be used that runs horizontally dependant on the imagery. If image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds
Partner Logo is same size as Entity Icon in height

2. Sponsorship
Stacked logos can be used or the horizontal Cobranding Mockup logo may be used that runs horizontally dependant on the imagery. If image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds
Sponsors Logos are 1/2 size of the Entity Icon

NOTE
Partner in this case should provide their brand guideline for artwork placement and AU logo placement. Partners logo placement takes precedence in this case

In this Instance the USAID Brandguideline was used applying their Co-Branding rules

With Partner Vertical

With Partner Horizontal

With Partner/ Sponsors Horizontal

The Entity Signoff always Consistent all through in the bottom left corner of the document

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Partner as a dominant brand

The Entity Logo should appear side by side with AU sign off Logo at all times when applied to the Partners brand guideline. Never should the Entity logo appear as a singular entity without the AU Signoff.

When there are multiple partners and owing to the limited space, the signoff then appears as text based that can be used alternatively

NOTE
If Unclear of the Partners Brand guideline or no prominence is given to the Entity/ AU brand kindly inquire with ICD on the placement of the logos

Request Entity Mockup Logo with the AU signoff from ICD which will be supplied in the 6 official AU Languages

Full Colour

Greyscale

Black

White

Full Colour with limited space

Greyscale with limited space

Black with limited space

White with limited space

Partner as a dominant brand

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it is critical that we protect and appropriately display the Entity logo.

The potential elements for this option are:
- Partner Logo (full color option preferred)
- Partner Logo
- Colour

Design requirements
- The Partner Logo and Entity logo should be optically equal in size.
- Follow the Partner logo placement guidelines.
- Use the Entity logo in full colour on a white background when available. If it's not possible, only use a black or white of the Entity logo.

NOTE
Partner in this case should provide their brand guideline for artwork placement and AU logo pla cement. Partners logo placement takes precedence in this case

In this Instance the USAID Brandguideline was used applying their Co-Branding rules

Partner with single Co-Branding
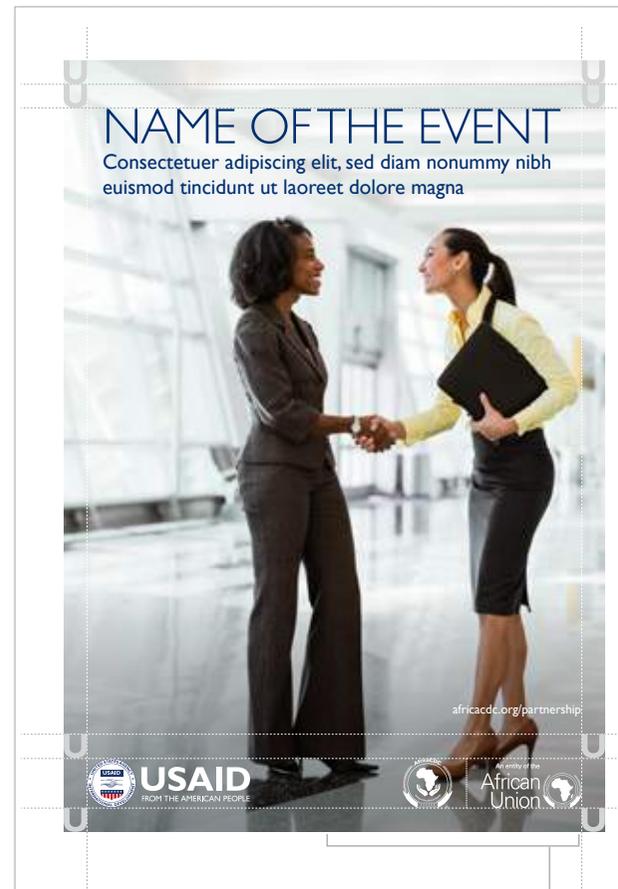
Mockup logo of the Entity logo and the Signoff are of the same size with the Main entity in terms of height

Partner with multiple Co-Branding with limited space
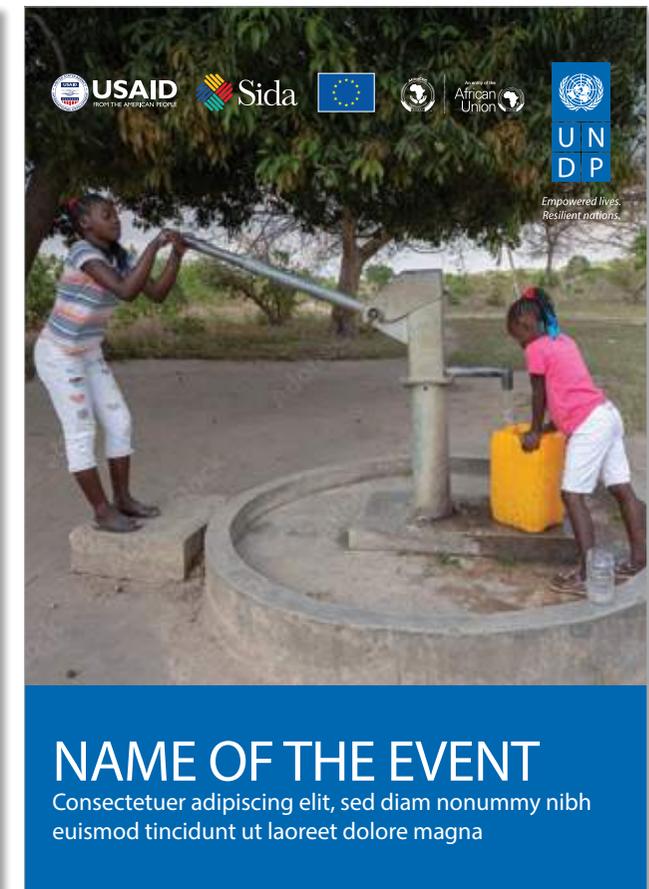
Use the Seal logo in this instance where there may be an incidense of many partners and limited space

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CO-BRANDING
DIGITAL ELEMENTS

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Corporate Email Mastheads: Marketing/ Campaigns

When the co-branding logo is supplied in one colour vector format, it can be placed on the background or an image, as long as it is placed on an uncluttered area of the image where it is clearly visible. Placement is in the bottom left corner of the layout, left aligned to the Entity Logo. The co-branding main logo should be the same size as the Entity logo in height.

Please note that when there are multiple co-branding logos, the placement of the logos start in the bottom left corner and are stacked to the right. Shift the Slider accordingly.

When the co-branding logo is not supplied in one colour vector format, (eg a jpeg on a white block) make sure that it sits on a white background as per example No.4

Please follow the clear space rule for the AU Logo.

NOTE
Use the save for web legacy and save the email banner as .gif format.
The sizes are very important and files of any other size or format will not be accepted.

Click to download the email banner template

Guideline
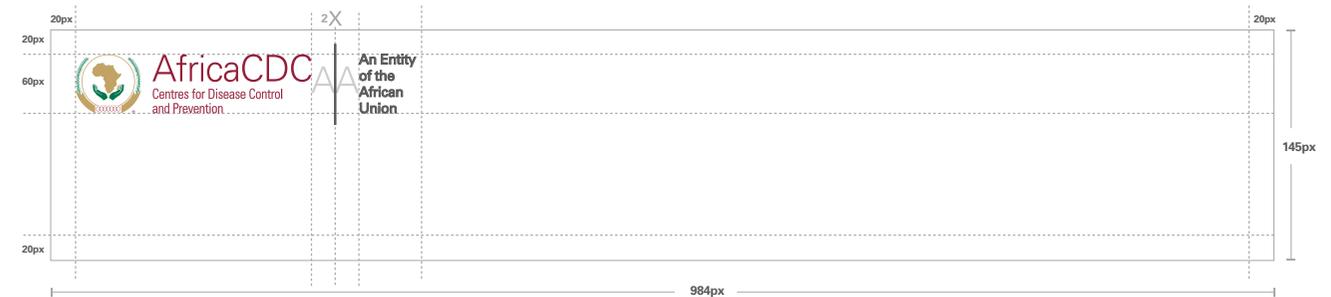
Partnership/ Projects

Sponsorship on Image/ Colour background

Sponsors on white background

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AU Entity Co-Branding Intranet Banners

The intranet banners sizes vary and you should always enquire brand team of ICD on the required banner size.

Keep in mind that banners are relatively small on screen and scale up or down according to the device being used therefore the less copy you have on the banner the better. Always try to limit your copy to a heading and a call to action; access copy can live on the link you are directing your audience to.

NOTE
Due to the position of the call to action Tab Device, the co-branding logos need to be placed on the bottom right hand corner. There is no need to insert the AU Signoff Logo on the banner as these live in our owned property.

Click to download the Intranet banner template

Entity Co-Branding Presentations

There are 2 options for the cover

Typeset:
Arial Bold, Title Case, **40pt**
Color on white: Black
RGB# 000000
Color on Red: AU White RGB# ffffff

External Audiences
Use the African Union Corporate branding not
Departmental branding as you are representing the AU
in your presentation not the department

Internal Audiences
If applicable, use the Secondary colour palette if required
to differentiate your presentation from those of other
departments

Partnership

Sponsorship
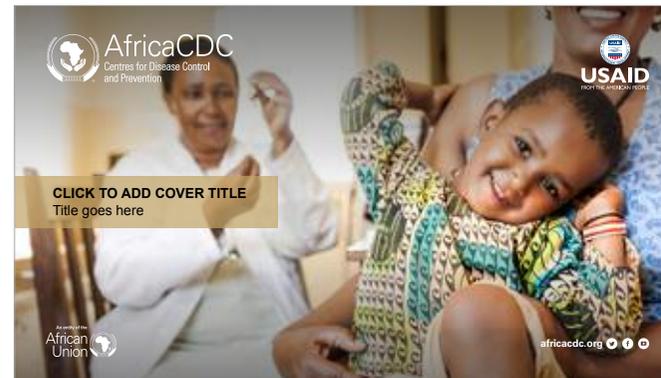
Multiple Sponsorship

**Use the master Layout Tab
to determine the layout to
use best suited for the your
presentation. Fonts with their
sizes as well colurs have been
set for your use**

Information & Communication Directorate [ICD]
African Union Commission
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